I claim:

1. An apparatus for allowing a viewer to assign content codes to scenes in an audiovisual program comprising:

a device for playing the program and provided with a scene indicator to identify a new scene;

a content selector having a viewer input for generating a content code for a scene; and

a memory for storing content codes associated with respective scenes.

2. The apparatus of claim 1 wherein said memory stores data relating to the beginnings and endings of scenes together with respective content codes.

3. The apparatus of claim 2 further comprising a scene indicator that is activated when a new scene is played.

4. The apparatus of claim 3 wherein said scene indicator is deactivated after a content code for the scene is generated.

5. The apparatus of claim 3 further including a scene detector for automatically activating said scene indicator.

6. The apparatus of claim 3 further including a manually operated switch for activating said scene indicator.

7. The apparatus of claim 1 further comprising a scene indictor that is activated when a new scene is played.

8. The apparatus of claim 7 wherein said scene indicator is deactivated after a content code for the scene is generated.

9. The apparatus of claim 7 further including a scene detector for automatically activating said scene indicator.

10. The apparatus of claim 7 further including a manually operated switch for activating said scene indicator.

11. The apparatus of claim 1 further including a timer to indicate the time left before the end of the scene.

12. An apparatus for generating content codes for a program formed of a sequence of scenes comprising:

 a device adapted to play said program in sequence for on an audiovisual monitoring system;

 a scene detector coupled to said player and adapted to detect a starting point for each of said scenes being played by said player;

 a scene indicator that is activated at the beginning of a scene requiring a content code; and

 a selector having an input to receive from a viewer a content code for

an indicated scene.

13. The apparatus of claim 12 wherein said player is adapted to play one of a video tape, a DVD disk and a broadcast program.

14. The apparatus of claim 12 wherein said scene indictor is deactivated when a content code is employed to the corresponding scene.

15. The apparatus of claim 12 wherein said program includes scene identification codes identifying the starting points of the scenes, wherein said scene detector is adapted to detect said scene identification codes.

16. The apparatus of claim 12 wherein said scene detector includes a scene selector adapted to be activated by the viewer to indicate the starting point of said scene.

17. The apparatus of claim 12 further comprising a controller adapted to determine if the viewer fails to provide said content code, said controller being adapted to generate in this case a default content code for said scene.

18. The apparatus of claim 12 further comprising a timer indicating the time left before the end of the scene.

19. The apparatus of claim 12 wherein said scene indicator is activated for a

predetermined time.

20. The apparatus of claim 12 wherein said scene detector is deactivated when a content code is assigned to the respective scene.

21. A method to be practiced by a viewer for generating content codes for the sequential scenes of a program comprising:

    displaying said program to a viewer;

    identifying a scene of said program;

    obtaining a content code from said viewer regarding said scene; and

    storing said content code in a memory.

22. The method of claim 21 further comprising storing in said memory data relating to the beginnings and endings of scenes together with said content codes.

23. The method of claim 21 further comprising detecting a new scene and providing an indication thereof.

24. The method of claim 23 further comprising deactivating the indication of a new scene after a content code is obtained thereof.

25. The method of claim 23 further comprising said detecting each new scene and automatically generating said scene indication after the new scene

is detected.

26. The method of claim 25 wherein new scenes are detected automatically by a scene detector.

27. The method of claim 25 wherein new scenes are determined by a viewer and new scene indicators are controlled by a manual switch operated by the viewer.

28. The method of claim 21 further comprising generating a scene indication indicative of the beginning of each scene.

29. The method of claim 28 further comprising deactivating said scene indication when a content code is assigned to the respective scene.

30. The method of claim 28 further comprising deactivating said scene indication after a predetermined time.

31. The method of claim 28 further comprising providing a timer indicating the time left to the end of the scene.

32. The method of claim 21 further comprising storing data related to the beginnings and endings of said scenes.